

# BASEBALL REVENUE LEVELS OFF

Radio-television rights and advertising revenues reach plateau after several years of big increases; majors to split \$13.1 million

The spectacular growth patterns of the past two years were not matched, but broadcasters and baseball got together again in 1963 to reach a new financial plateau, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

Exclusive of network weekend telecasts, the World Series and All-Star Game, the 20 major league teams are splitting a \$13.1 million pie, up \$325,000 from the adjusted rights estimate for 1962—\$12,775,000.

The World Series and All-Star Game will bring an additional \$3.5 million this year, a drop of \$500,000 from 1962. The decrease follows the players' decision to return to one All-Star Game. The two specials, both to be shown in color over NBC-TV, under a long-term contract, will be sponsored by Gillette through Maxon and Chrysler through Young & Rubicam.

Sponsor billings, which reached an estimated \$83 million in 1962, reflected the smaller increase in rights and inched upward to \$84 million.

Notable in the smaller increases was the leveling off of the major leagues at 20 teams, following two years of expansion, the number of stations in individual club networks, and the number of games scheduled for tv.

R. J. Reynolds through William Esty Co., New York, and American Tobacco through Lawrence Gumbinner and BBDO, both New York, again took individual sponsor honors. Reynolds bought into sponsorship of eight teams and American Tobacco into six. Brown & Williamson Tobacco through Ted Bates & Co., New York, was the only other cigarette sponsor in the picture, buying into three teams.

Again the brewing companies took their share, with purchases of 17 teams' games. This year 14 breweries are in the lineup with P. Ballantine & Son through Esty and Theo. Hamm Brewing Co. through Campbell-Mithun picking up three teams each.

More than 550 radio stations and 50 television stations are already committed to the various team networks. Many of these will also carry packaged pre-game and post-game programs, or will originate their own local sponsorship.

Sports Network Inc. this year will handle 500 baseball games on television

and more than 3,500 games on radio.

In its seventh year, SNI arranges regional networks for baseball broadcasts on radio and tv, and furnishes remote pickups and allied services.

While SNI has several mobile color tv units available this season, a spokesman for the organization could not comment on the amount of games to be televised in color.

**In Proportion** ■ One thing that does appear imminent based on this year's survey is that there will be no more yearly skyrocketing of rights costs followed by fantastic billing increases.

Though the unsold portions are small compared to the overall picture, they do pinpoint the advertisers' caution and in some cases reluctance to simply keep paying more. The agency men indicate that brakes are being applied and that fear of not being sold out will keep the teams and stations in line when prices are brought up again next year.

Next year all clubs in the majors may find the networks easier to deal

with than they have been in the past. There is a concerted move on the part of several American League club owners to force CBS-TV and NBC-TV into dealing with the league rather than individual teams. The present system provides the home teams with all the proceeds from the network telecasts and the visiting teams don't like the arrangement. Cries of "foul" are also coming from teams whose home parks aren't visited by the network cameras and lose out on the estimated \$25,000 per telecast. (See story page 70.)

This year CBS-TV and NBC-TV will pay about \$2,225,000 to telecast a total of 95 major league games from the home fields of ten teams. (They had 98 games scheduled last year).

**Coast to Coast** ■ The new season will mark the first time home games from the West Coast will be televised more than once by a network during the regular season. NBC-TV has signed the Los Angeles Dodgers and San Francisco Giants.

NBC-TV, which has 48 Saturday and Sunday games scheduled in its *Major League Baseball* series, has contracts with the Chicago White Sox and Cleveland Indians in the American League and Milwaukee Braves, Cincinnati Reds and Pittsburgh Pirates as well as the two West Coast teams in the National League.

A total of 47 games has been contracted for by CBS-TV's *Baseball Game of the Week* with the New York Yankees, Baltimore Orioles in the American League and St. Louis Cardinals, Chicago Cubs and Philadelphia Phillies in the National League.

The games will begin on both networks the weekend of April 13-14.

NBC-TV has a schedule of 24 Saturday games and a like number of Sunday ballgames. CBS-TV will present its games on 25 Saturdays and 22 Sundays.

Sponsors signed by NBC are Humble Oil through McCann-Erickson with 3/16; P. Lorillard through Grey Advertising with 1/8; and Hartford Insurance Group via McCann-Marschall with 1/16.

Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample has signed for one-half sponsorship of the games on CBS-TV. Other sponsors are Simoniz (D-F-S); Philip Morris (Leo Burnett); General Mills (Knox-

## 'Gold mine' shunned

Carrying baseball games is considered by many stations as being just short of owning a gold mine. But WSTV-TV Steubenville, Ohio, this year is forsaking the gold mine in the "interests of its viewers." For the past five years WSTV-TV, owned by Rust Craft Broadcasting Co., has carried the Pittsburgh Pirates in lieu of its CBS and ABC programs. This year, however, the station is bowing to the demands of viewers who prefer summertime re-runs to ball games. The station noted, in dropping the Pirates' schedule, that KDKA-TV Pittsburgh, key station in the Pirates' network, comes into the Steubenville-Wheeling area. In addition WTRF-TV Wheeling, has replaced WSTV-TV, so baseball is still available.

As for WSTV; it plans to continue radio broadcasts of Cleveland Indians games as they have in the past.

## What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1962 figure denotes a revised estimate of that club's rights. The figures do not include rights paid by CBS and NBC for nationally televised games. Originating stations for tv and radio are listed with number of stations in parentheses.

### American League

Team	1963 Rights	1962 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$ 600,000	\$ 600,000	WBAL-TV (3)	WBAL (23)	National Brew. (W. B. Doner) 1/6 radio-tv, R. J. Reynolds (William Esty) 1/6 tv, 1/6 tv open; 1/6 radio sold to local & regional sponsors.
BOSTON	600,000	600,000	WHDH-TV (6)	WHDH (45)	American Tobacco (BBDO), Atlantic Refining (N. W. Ayer & Son), Narragansett Brewing (Doherty, Clifford, Steers & Shenfield), all 1/6, radio-tv.
CHICAGO	850,000	850,000	WGN-TV	WCFL (82)	Hamm Brew. (Campbell-Mithun), Reynolds (Esty), both 1/6 tv; Phillips Petroleum (J. Walter Thompson) 1/6 tv; 1/6 tv open. Genl. Finance (Post, Morr & Gardner), Budweiser (D'Arcy Adv.) both 1/6 radio; Corona Cigars (Edward H. Weiss), Rambler Dealers Assn. (R. Jack Scott) both 1/6 radio.
CLEVELAND	700,000	700,000	WJW-TV	WERE (36)	Carling Brewing (Lang Fisher & Stashower) 1/6 radio-tv, Standard Oil of Ohio (McCann-Marschall) 1/6 tv, Sugardale Provision Co. (LF&S) 1/6 tv, Society National Bank (Griswold-Eshleman) 1/6 radio, Richman Bros. (LF&S) 1/6 radio; 1/6 radio open.
DETROIT	625,000	625,000	WJBK-TV (8)	WKMH (48)	Stroh Brewery (Zimmer, Keller & Calvert) 1/6, Marathon Oil Co. (Campbell Ewald) 1/6, American Tobacco (L. C. Gumbinner) 1/6, all radio-tv.
KANSAS CITY	400,000	300,000*	WDAF-TV	WDAF (10)	Reynolds (Esty) 1/6 tv; other tv pending. General Finance (PM&G) 1/6 radio, Guy's Potato Chips (Potts-Woodbury) 1/6 radio, 7/12 radio open.
LOS ANGELES	775,000	775,000	KHJ-TV	KMPC (16)	Std. Oil of Cal. (BBDO), Brown & Williamson (Ted Bates & Co.) both 1/6 radio-tv; Chevrolet Dealers of Southern Cal. (Elsaman, Johns & Laws) 1/6 tv, Folger Coffee (Fletcher Richards, Calkins & Holden) 1/6 radio.
MINNESOTA	600,000	600,000	WTCN-TV (14)	WCCO (31)	Theo. Hamm Brewing (C-M) 1/6 radio-tv, R. J. Reynolds (Esty) 1/6 tv, Maxwell House (Ogilvy, Benson & Mather), American Bakeries (Young & Rubicam) both 1/9 tv; Twin City Federal (Pidgeon Savage Lewis) 1/9 tv and 1/6 radio; Western Oil & Fuel (John Forney) 1/6 radio; 1/6 radio open.
NEW YORK	1,200,000	1,200,000	WPIX (TV)	WCBS (40)	Reynolds (Esty), P. Ballantine & Sons (Esty) both 1/6 radio-tv; Humble Oil Co. (McCann-Erickson) 1/6 radio-tv, 1/6 radio-tv open.
WASHINGTON	300,000	300,000*	WTOP-TV	WTOP	Ballantine (Esty) 1/6 tv-4/9 radio, R. J. Reynolds (Esty) 1/6 tv, General Mills (Knox Reeves Adv.) 1/9 tv; 2/9 tv open. General Cigar (Y&R) 1/9 radio; 4/9 radio to local and regional sponsors.
A. L. TOTAL	\$6,650,000	\$6,550,000			

### National League

CHICAGO	\$ 500,000	\$ 500,000	WGN-TV	WGN	Hamm Brew. (C-M), Reynolds (Esty) both 1/6 tv; Phillips Petroleum (JWT) 1/6 tv; 1/6 tv open. Oak Park Federal (Sager-Conner Assoc.), G. Heileman Beer (M-E), Serta Mattress (Doner) all 1/6 radio. 1/2 radio still open.
CINCINNATI	550,000	525,000	WLWT (TV) (6)	WKRC (50)	Hudepohl Brewing Co. (Stockton-West-Burkhart), Brown & Williamson Tobacco (Bates), Standard Oil of Ohio (M-M) all 1/6 tv. Burger Brewing Co. (Midland Adv.) 100% radio.
HOUSTON	600,000	500,000	KTVT (TV) (6)	KPRC (18)	American Tobacco (Gumbinner-BBDO), Pearl Brewing (Tracy-Locke) both 1/6 radio-tv; 1/6 radio-tv open.
LOS ANGELES	1,000,000	1,000,000	KTTV (TV)	KFI (10)	American Tobacco (Gumbinner), Union Oil of Cal. (Smock, Debnam & Waddell Inc.) both 1/6 radio-tv.
MILWAUKEE	475,000	375,000	WTMJ-TV (3)	WEMP (31)	Blatz Beer (Kenyon & Eckhardt) 1/6 tv; 1/6 tv open. All radio to local sponsors.
NEW YORK	1,000,000	1,000,000	WOR-TV (4)	WABC (15)	Rheingold Beer (JWT) 7/10 radio-tv, Brown & Williamson (Bates) 3/10 radio-tv.
PHILADELPHIA	650,000	650,000	WFIL-TV (4)	WFIL (23)	Atlantic (Ayer), Ballantine (Esty) both 1/6 radio-tv; Tasty Baking Co. (Aitken-Kynett), R. J. Reynolds (Esty) both 1/6 radio-tv.
PITTSBURGH	350,000	350,000*	KDKA-TV (5)	KDKA (21)	Atlantic (Ayer), Pittsburgh Brewing (Ketchum MacLeod & Grove), Mellon Bank (Fuller & Smith & Ross) each 1/6 radio-tv.
SAN FRANCISCO	900,000	900,000	KTVU (TV)	KSFO (16)	American Tobacco (Gumbinner), Standard Oil of California (BBDO), Folger's Coffee (FRC&H), all 1/6 radio-tv.
ST. LOUIS	425,000	425,000	KSD-TV	KMOX (60)	Busch Bavarian Beer (Gardner Adv.), American Tobacco (Gumbinner-BBDO), both 1/6 radio and 1/6 tv; Shell Oil (OB&M) 1/6 tv.
N. L. TOTAL	6,450,000	6,225,000*			
MAJOR LEAGUE TOTALS	\$13,100,000	\$12,775,000*			

Reeves); Aqua Velva (Parkson Adv.); Colgate-Palmolive (Ted Bates); Bristol-Myers (Doherty, Clifford, Steers & Shenfield); Texaco (Benton & Bowles); Vaseline Hair Tonic (Norman, Craig & Kummel); and Carter Products (Sullivan, Stauffer, Colwell & Bayles).

Dizzy Dean and Pee Wee Reese will again be the sportscasters of the games on CBS-TV while Joe Garagiola and Bob Wolff will comment for NBC-TV.

## AMERICAN LEAGUE

**Baltimore Orioles** ■ WBAL-AM-TV Baltimore will again be the originating stations for the Orioles. WBAL-TV will carry 50 regular season games and two exhibition contests. Only six of the televised games will be home contests. A three-station tv network will cover Maryland and Pennsylvania. On radio side, WBAL will feed the 162-game season schedule and some exhibition games to a 23-station network in Maryland, Delaware, Pennsylvania and Virginia. Chuck Thompson and Joe Croghan will do the play-by-play.

**Boston Red Sox** ■ WHDH-AM-TV Boston will originate Red Sox games again this year. A six-station tv network in Massachusetts, Maine, Rhode Island and Connecticut will carry 33 home and 21 road games. The full league schedule plus some exhibition contests will be fed to a New England radio network of about 45 stations. Curt Gowdy, Art Gleeson and Ned Martin will do the play-by-play.

**Chicago White Sox** ■ The largest radio lineup of any American League club again belongs to the White Sox. WCFL Chicago will originate the 162-game schedule and pre-season contests to an 82-station network throughout the Midwest and Southwest. WGN-TV Chicago is tentatively set to again colorcast all home games of the Sox. The road game picture is still clouded, but 18 games, the same as last year, have been

penciled in. Bob Elson, assisted by Milo Hamilton, will be back on radio-tv play-by-play.

**Cleveland Indians** ■ The Indians' 50-game tv schedule this year is down six from 1962. WJW-TV Cleveland will carry 24 home and 26 away contests, all on weekends. Pre-game shows will be handled by Bob Neal. WERE Cleveland will feed weekend exhibitions and the regular schedule to 36 stations in Ohio, Pennsylvania, New York and West Virginia. Ken Coleman and Mr. Neal will be the radio-tv team.

**Detroit Tigers** ■ A 41-game tv schedule, the same as last year, will be seen over eight stations in Michigan, Ohio and Indiana with WJBK-TV Detroit originating. Ten games will be home contests. A 48-station radio network will carry the Tigers' pre-season and regular league schedule. WKMH Dearborn will again originate with WWJ Detroit taking day games and WJR Detroit taking the night contests. Ernie Harwell and George Kell will cover the team on radio and tv.

**Kansas City Athletics** ■ The Athletics' tv exposure will be up 33% this year with WDAF-TV Kansas City carrying 40 games against 30 in the 1962 season. After the home opener, the remaining 39 will all be road games. WDAF-AM will originate the 162-game league schedule plus 24 pre-season contests for a 10-station network in Missouri, Kansas, Nebraska and Oklahoma. Monte Moore and George Bryson will do the play-by-play.

**Los Angeles Angels** ■ The Angels' 1963 broadcasting operations are as identical to 1962 as any club's in the majors. KMPC Los Angeles is originating the games for a 16-station network in California, Nevada and Arizona. In addition to the 162-game schedule, 16-pre-season games will be aired. A five-minute interview commentary, *Bill Rigney Reports*, will precede the *Angel Warm-*

## From spikes to mikes

Not too many years back when Father Time thumbed the ball player out of the game, the veteran trudged back to the farm. Nowadays, more and more of the fading stars simply climb the steps to the broadcasting booth. The latest to join the radio-tv clan are Richie Ashburn and Jerry Coleman. Mr. Ashburn, who played with the Philadelphia Phillies for over 10 years and played for the New York Mets last year, has become a member of the



Phillies broadcasting team. Mr. Coleman, the ex-Yankee who had a CBS network radio show, now joins the Yankee broadcasting team, where his old field teammate Phil Rizzuto is ensconced.

Other ex-ball players on major league broadcasting teams include: Ralph Kiner-Mets, Buddy Blattner-Angels, Frank McCormick, Waite Hoyt-Reds, George Kell-Detroit, Lou Boudreau-Cubs, Dizzy Dean and Pee Wee Reese (left and right, respectively, in photo)-CBS-TV and Joe Garagiola-NBC-TV.

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up before each game. Also set are the post game *Angel Report* and *Angel Clubhouse*, a between double-headers interview. KHJ-TV Los Angeles will televise 26 games, all on the road, including six exhibitions. Buddy Blattner and Don Wells call the play-by-play.

**Minnesota Twins** ■ WTCN-TV Minneapolis is the key station for the Twins and will carry 50 games this season, 46 of them road contests. A 14-station tv network covers Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. WCCO Minneapolis will originate nine exhibition games and the regular season schedule to a 31-station network in Minnesota, North Dakota,



South Dakota, Iowa, Nebraska, Wisconsin and Montana. Ray Scott, Halsey Hall and Herb Carneal will broadcast on both radio and tv.

**New York Yankees** ■ For the 12th straight year, WPIX (TV) New York will televise Yankee games, with 126 regular season games on the schedule: 81 at home and 45 on the road. Negotiations are in progress for a New York State and New England regional tv network. WCBS New York will carry radio broadcasts and originate the entire 162-game schedule for the "Home of Champions" 40-station network in New York, Pennsylvania, Connecticut and Massachusetts. Broadcasters Mel Allen, Red Barber and Phil Rizzuto are being joined by another former Yankee, Jerry Coleman.

**Washington Senators** ■ The Senators this year is the only team in the American League without a radio network at present. WTOP-AM-TV Washington will be the sole outlets for the club. WTOP-TV has scheduled 30 games, the same as last year, with 19 on the road and 11 at home. WTOP-AM will cover four exhibition games in addition to the regular season. Dan Daniels and John MacLean are again handling the radio-tv air work.

#### NATIONAL LEAGUE

**Chicago Cubs** ■ WGN-AM-TV Chicago will cover the Cubs again in 1963 without special networks, according to present plans. The Cubs' home schedule of 81 day games will be seen in color over WGN-TV. The number of road games to be seen in black-and-white is still uncertain. Jack Brickhouse and Vince Lloyd will do the play-by-play. On radio, the full 162-game schedule plus exhibition contests will be broadcast by Jack Quinlan and Lou Boudreau.

**Cincinnati Reds** ■ The Reds will again be among the most colorful teams in the majors with 23 home games to be telecast in color from WLWT (TV) Cincinnati. Thirty road games are also scheduled for the six-station network in Ohio, Indiana, Kentucky and West Virginia. WKRC Cincinnati is originating station for a 50-station radio network in five-states. The radio broadcasts will be handled by Waite Hoyt and Gene Kelly with Ed Kennedy and Frank McCormick handling tv.

**Houston Colt .45s** ■ The Colts this year departed from the usual major league pattern of rights buying and selling, by creating the Houston Sports Assn., which is the parent of the new Colt .45 Network. HSA has done all the selling and is packaging the Colts' broadcast operations. KPRC Houston, will be the

key station for the Colts' 18-station Texas and Louisiana network. A total of 191 games, including all 29 exhibition contests, will be heard. KTVT (TV) Ft. Worth-Dallas, will originate Colt games for the six-station tv network in Texas and Louisiana, with KTRK-TV Houston, the key station. Only 14 road games are scheduled to be telecast. Gene Elston and Lowell Passe will work radio and tv play-by-play with Guy Savage on tv only.

**Los Angeles Dodgers** ■ KFI Los Angeles, will originate Dodger games over a 21-station three-state network, with 10 stations also carrying the exhibition games. KTTV (TV) will televise the nine Dodger-Giant games from San Francisco. Vin Scully and Jerry Doggett will again do radio-tv.

**Milwaukee Braves** ■ 1963 marks more than just new ownership for the Braves. For the first time in the club's history, home games will be televised, with five Saturday contests and 21 road games scheduled. The 26-game total to be seen over WTMJ-TV Milwaukee, and a three-station network is 11 games more than were televised last year. WEMP Milwaukee gets sole radio rights in the city for the first time and will feed 31 stations in Wisconsin and Minnesota the 162-game schedule plus 16

exhibitions. Mike Walden and Blaine Walsh will handle tv with Earl Gillespie and Tom Collins on radio.

**New York Mets** ■ Although down five games from last year, the Mets will still televise more games this year than any other major league club. A total of 128 regular season contests will be shown: 76 at home, 52 away, plus three exhibition games. WOR-TV New York, will originate the games for a four-station New York State network. On radio, WABC New York, will air the entire Mets' schedule from the first pre-season contest in Florida through the 162-game regular schedule, a total of 189 games. Lindsey Nelson, Bob Murphy and Ralph Kiner will again handle the play-by-play.

**Philadelphia Phillies** ■ The Phillies will telecast 60 games this season, up from last year's 56, over a four-station Pennsylvania network. WFIL-TV Philadelphia will originate the games including 44 weekend contests. A 23-station radio network in Pennsylvania, New Jersey and Delaware will be fed pre-season and regular league games by WFIL-AM. Byrum Saam, veteran Phillies broadcaster will be joined this year by Bill Campbell and ex-Phillies star Richie Ashburn.

**Pittsburgh Pirates** ■ KDKA-AM-TV

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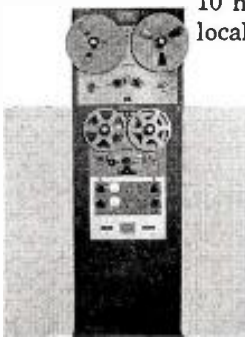
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Pittsburgh are carrying the Pirates again this year. KDKA-TV will feed a five-station network in Pennsylvania, Ohio and West Virginia a minimum of 33 road games. (No home games are scheduled for tv). KDKA-AM will feed a three-state radio network, which numbered 21 last Friday. Eight pre-season weekend games will lead off the radio schedule. Bob Prince and Jim Woods, veteran Pirate broadcasters, are joined this year by Claude Haring, who formerly broadcast Philadelphia games.

**San Francisco Giants** ■ The defending National League champions have exactly the same broadcasting operation for 1963 that they had in '62. KSFO San Francisco, will originate the team's

full schedule plus a number of exhibition games for the Golden West Network. The telecasts over KTVU (TV) San Francisco, include two pre-season contests with Cleveland and the nine Giant games against the Dodgers in Los Angeles. Russ Hodges and Lon Simmons will do the play-by-play.

**St. Louis Cardinals** ■ KMOX and KSD-TV St. Louis, are carrying Cardinal games again this season. KMOX has over 60 stations in its network now and says the total may reach 100 by the season's opener. The network extends over a 12-state area. KSD-TV is carrying 21 road games. Harry Caray and Jack Buck are handling the air coverage for radio-tv.

## Baseball in color helps sell tint sets

### DEALER SAYS IT'S HIS BIGGEST SELLING SEASON

The fourth consecutive year of color-casting of baseball by WGN-TV Chicago this season will delight more than just sponsors and fans. The color broadcasts of the daytime home games of the Chicago Cubs and White Sox will put real push into the sale of color tv sets too.

Sol Polk, president of Polk Bros., major Chicago chain, said Thursday that when the color games start in the spring they help kick off his biggest selling season of the year for color tv sets—bigger than the Christmas season. Polk Bros. claims to be the world's largest retailer of color sets.

Mr. Polk said he expects that color set sales in his stores this year will jump 50% over 1962. He felt that color baseball programs not only give existing color set owners new enjoyment from their sets and stimulate non-set owners to buy color, but they also help whet the appetite of the home viewer to go

back to the ballpark and see the games live. The glory of color works wonders for everyone in the cycle, he explained.

WGN-TV airs all Cubs and Sox day home games in color but night games of the Sox are in black and white. The Cubs do not play at night in Chicago since Wrigley Field is not equipped with lights.

It was not known late last week just what proportion of commercials will be aired in color this season, but it was assumed that the WGN-TV sponsors will once again take advantage of the color dimension as much as possible although some commercials are still expected to be monochrome. WGN-TV has no extra charges for color.

WGN-TV will again feed some games to tv stations in other cities when their teams play the two Chicago teams and these feeds will be in color during the daytime.

## Should teams share network tv rights?

The telecasts scheduled this year by CBS-TV's *Game of the Week* prompted Calvin Griffith, president of the Minnesota Twins, to repeat his proposal that visiting clubs should receive a share of the tv proceeds.

Mr. Griffith said he plans to bring the subject up for action at the annual meetings of the ball clubs in the summer or next winter. He pointed out that support from at least three other American League clubs would prevent approval for teams to negotiate separate contracts with networks. Approval demands support from seven clubs.

He said that at least 40 to 50% of the tv proceeds should be received by visiting clubs, and the amount of the individual shares should depend on the club's standing in the league.

Selection of home ball clubs represented on CBS-TV's weekend games has to "follow public interest," said William C. McPhail, vice president CBS Tv Sports.

Mr. McPhail, referring to charges of favoritism in selecting ball clubs for CBS weekend telecasts, pointed out that New York Yankee games have consistently given the network a higher Nielsen rating.

The CBS-TV contract with the Yankees calls for all weekend games at home except the last three in September. CBS also has contracts for home games of the Philadelphia Phillies, St. Louis Cardinals, Baltimore Orioles and Chicago Cubs.

Mr. McPhail indicated that present contractual agreements were not for life. He pointed out that when other teams become a top attraction, they will be considered by CBS-TV.

## INTERNATIONAL

### Bevins asks bigger fees from contractors

The British government, in a proposal presented to the House of Commons last Monday (Feb. 25) by Postmaster General Reginald Bevins, will increase by more than 100% its share of the profit Britain's commercial tv system is piling up.

Mr. Bevins told Commons he wants 18 million pounds (\$50.4 million) a year from the network—slightly more than double the present take—by raising the fee the British television program contractors pay for using government transmitters.

Britain has two television networks—the British Broadcasting Corp. which

is financed by annual license fees paid by owners of tv sets, and the commercial system (Independent Television Authority) run by 15 companies located throughout Great Britain.

The commercial tv companies have been earning approximately \$420 million a year from advertisements, with yearly profits of about \$70 million.

### Radio NW pays \$1 million for CHEK-TV Victoria

Sale of CHEK-TV Victoria, B. C., by David M. Armstrong and group to Radio NW Ltd. for about \$1 million was announced last week.

Radio NW is headed by Frank Griffiths. It owns CKNW Westminster, B. C., and CJOB Winnipeg, Man.

CHEK-TV operates on ch. 6 with 100 kw and is affiliated with CBC.

Two satellite transmitters on Vancouver Island, now owned by community groups, will become part of CHEK-TV next November.

The purchase must be approved by the Board of Broadcast Governors. A ruling is expected on March 26.

### Experimental television started in Singapore

Experimental television program transmissions have begun in Singapore. This is the first stage of a project by the broadcasting division of the Singapore government's Ministry of Culture to provide a comprehensive tv network